Building a Telephone Town Hall Audience

Market: Federal/State/Local, House, Senate

Description: These instructions show users how to build an Audience for Telephone Town Halls.

- 1. From the Big Menu select **Outreach**.
- 2. Under New Select Town Hall Audience.



- 3. In the Town Hall Audience field, type a meaningful title.
- 4. If you wish to start with a preexisting list, select the list name from the Start With drop down menu.
- 5. In the Combine Selection drop down menu choose the appropriate option:
 - a. With all of these attributes: contacts must meet ALL of the criteria to be included
 - b. With any of these attributes: contacts can meet ANY of the criteria to be included

Combine Selection:	
With all of these attributes	*
	Q
With all of these attributes	
With any of these attributes	

- 6. From the Audience Selection Drop down menu choose the appropriate option:
 - a. Use the entire audience (Recommended)
 - **b.** Define audience by geographic percentages: Will allow for universe to be split by percentage (%) once in the Review step.
 - **c.** Randomly select form the audience: Will allow you to cap your list size. Reach out to IQC for best practices.

Audience Selection:	
Use the entire audience	
	Q
Use the entire audience	
Define audience by Geographic Percentages	
Randomly select from the audience	

7. From the Prioritize Mobile Numbers drop down select yes or no.

Prioritize Mobile Numbers	
Yes	*
	Q
No	
Yes	

- 8. Select criteria to include in the **Include Contacts with...** fields.
- 9. Select criteria to exclude in the **Exclude contacts with...** fields.

Include contacts with	Exclude contacts with	Set default exclusions
Previous Telephone Town Hall Participant	Previous Telephone Town Hall Participant	0
Previous Telephone Town Hall Call List	Previous Telephone Town Hall Call List	0
Affiliations	Affiliations	0
Issues	Issues	0
Voting History (3)	Voting History	0
Special Rules (3)	Special Rules	0
Geographic	Geographic	0

10. Include contacts who live within a specified distance from any geographic point by selecting the magnifying glass icon.



11. Drag selection circle on map to appropriate location. Click Save.

		Map Location	n Finder		
	Find enter	r new location		0	
иромт сиро Мар	Satellite	6thSt NV 8t NW	RUXTON CIRCI	E Union Marke	99
onal Geograph Museu	SINK NW		North	7	Florida
29		MT VERNO TRIANGLE	apitol SO	NOMA NEAR NO	RTHEAST
M	Bih St N	CHINATOWN	H St NW H	ST NE	H STREET CORRIDOR
edy Center ming Arts Vi	/hite House 📀 Ford's Th	eatre 22	and St EAST END	Stanton	Park Maniland Ave
Constitution Av	re. NW			2	
Martin Luther King, Jr. Memorial	Smithso National Museum	onian United Sta	ites Capitol ᅇ	Cibrary of	Congress
9	National Mall	dependence Ave SW		CAPITO	НЦ
	International Spy Museum				N Ren
1	Thomas Jeffers	on		L	+
			Osca	Marine Ba	695
Google /	\times	e .Keyboard s	hortouts Map data 6	2022 Google Terms	of Use Report a map erro
	Map center la Marker la Circle radius	atitude: 38.89366 Map atitude: 38.89110 Mari s: 1168 14 meters (fee	center longitude: ver longitude: -77 t=3831.50 and m	-77.01768 00882 les=0.73)	
		Save Ca	ancel		

12. Exclude Previous Telephone Town Hall Participants from within a specific time frame.

Previous Telephone Town Hall Participants			
Called	*	Since	Select date

13. Remove contacts whose number did not connect for any reason.



14. If utilizing L2, in the **Phone Confidence Score to Exclude** section, you may remove numbers that are less likely to be to the correct individual or valid. For best results you can select 4- Low, 5- Lowest and No score.

Phone Confidence	e Score to Exc	lude			
1-Highest	2-High	3-Moderate	4-Low	5-Lowest	No Score

15. Check to **Exclude** Vekeo Subscribers as they will receive a call automatically to connect to the Tele Townhall.

